

Missouri Farmers' Market Workshop



Nurturing farmers' markets, including the farmers, specialty vendors and communities who make farmers' markets successful.

**Friday, March 18, 2005
Warrensburg, MO**

Missouri Farmers' Markets – Healthy, Fresh and Fun, to Boot!

Who Should Attend

- Market Managers
- Market Board Members
- Farmers
- Direct Meat Marketers
- Community Leaders
- Agriculture Entrepreneurs
- Prospective and Existing Farmers' Markets
- Community Development Specialists
- Extension Specialists
- Economic Developers
- Chambers of Commerce
- Greenhouse Growers
- Value-Added Entrepreneurs
- Horticulture/Agriculture Students
- Agriculture Education Teachers

Sponsors

- Missouri Department of Agriculture
- Missouri Farmers' Market Association
- AgriMissouri™

This workshop is partially funded through a grant in cooperation with Missouri Department of Agriculture, Kansas Rural Center, and USDA Sustainable Agriculture Research and Extension.

Speakers

Manager and Community Track

Jeff Cole, Federation of Massachusetts Farmers' Markets (FMFM)

Jeff owns and operates Silvermine Farm, with his wife, Martha, in Sutton, Massachusetts. They are the 9th generation on the farm dating back to 1716 and the first settling of the town. Jeff has a degree in Economics. Even though Jeff did not grow up on the farm, he was bitten by the Ag bug after graduation when job offers required the use of neck ties.

Jeff's farmers' market experience began by direct marketing his family farm products at a local farmers' market. His market organization involvement began by being placed on the local farmers' market committee, then becoming a farmer/market manager, to being a board member of the state organization, the Federation of Massachusetts Farmers' Markets. With the FMFM, he ascended to leadership roles including treasurer, vice-president, and president. Since 2000, Jeff has served as Executive Director. He also serves on numerous agricultural boards and is a member of North America Farmers Direct Marketing Association and the National Association of Farmers' Market Nutrition Programs.

Jeff works toward unifying farmers' markets voices in Massachusetts, as well as in the US. Because of his degree in economics and his farming ethic, Jeff believes that one of the preeminent "missions" of the farmers' market industry is to provide economic opportunity to family farms, as well as local communities, in order to encourage their long-term survival.

Farmer and Specialty Vendor Track

Katherine Kelly, KC Community Farm

Katherine Kelly owned and ran Full Circle Farm, a certified organic vegetable farm, in Kansas City, Kansas for eight years. She is now starting a new farm, the KC Community Farm, in collaboration with Dan and Erica Dermitzel of Trailside Farm. The Community Farm will work the old "Full Circle" land while looking for more acreage in Kansas City. Ms. Kelly also helps run the Growing Growers Training Program for new and would-be farmers and chairs the board of the Farmers' Community Market at Brookside, in Kansas City, Missouri.

Farmer and Specialty Vendor Track

Joan Vibert, Windwalker Farm

Joan Vibert has been growing organic vegetables and fruits at Windwalker Farm, located southwest of Ottawa, Kansas, for eleven years. She is currently growing on about 2 acres. In addition to growing the produce, she also has a commercial kitchen for additional market sales, including baked goods, ready-to-eat foods, etc. The produce and specialty foods are sold at the Farmers' Community Market at Brookside, Kansas City, Missouri, from April to October.

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Program

Friday, March 18, 2005

- 8:00 a.m.** **Registration for Farmers' Market Nutrition Program Training Session**
- 8:30 a.m. – 9:30 a.m.** **Farmers' Market Nutrition Program Training Session**
This training session is for those markets and farmers who are eligible to participate in the Farmers' Market Nutrition Program.
Presented by Randy Walton, Missouri Department of Health and Senior Services
- 9:00 a.m.** **Registration for Missouri Farmers' Market Workshop**
- 9:45 a.m.** **Welcome**
Tammy Bruckerhoff, Missouri Department of Agriculture

Farmer & Specialty Vendor Track

*Katherine Kelly and Joan Vibert,
Facilitators*

- 10:00 Fair Pricing for Good Produce**
Pricing products at farmers' markets, building cooperation among farmers around fair pricing, pricing for livelihood.
- 11:30 Who Are Your Customers and WHAT Do They WANT?**
An interactive session that will go through lunch, assessing who the customers are at your stall and at the market.
- Noon Box Lunches by Alewel's Country Meats**
- 12:45 Wrap up of Discussion on Customers**
- 1:00 Promoting the Market, Promoting Yourself**
The farmer's role in promoting the market...why, how, ideas to include non-farmers, marketing on a shoestring budget, customer interactions.
- 2:00 Break**
- 2:30 Market Displays: How to Look Great, Bring in Customers, and Sell Lots of Produce**
Looking better, Selling More
- 3:50 Evaluation**
- 4:00 Departure**

Managers and Community Members

Jeff Cole, Facilitator

- 10:00 The Role of the Market Manager**
Assessing needs for market rules and structure, working with hired and volunteer managers, preventing conflicts.
- 11:30 A Key to Market Success: Getting the Right Vendor and Customer Mix**
Determining how many vendors, what products to offer and not to offer, keeping the market full from open to close.
- Noon Box Lunches by Alewel's Country Meats**
- 1:00 Show Me the Money -Thinking Outside the Market**
Success stories, steps toward successful sponsorships and partnerships, guerilla marketing strategies, cultivating relationships with the media.
- 2:00 Break**
- 2:30 Managing Conflict Within Your Market**
Ways to reduce or prevent conflict, handling pricing issues, common conflicts and ways to handle them.
- 3:50 Evaluation**
- 4:00 Departure**

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Directions

The Workshop will be held at the **Johnson County Fairgrounds**, which is 4 miles west of Warrensburg on Highway 50. The Fairgrounds are located on the north side of Highway 50.

From 50 East, coming from Kansas City:

Approximately 5 miles west of Warrensburg, shortly after you pass Highway 58, Crestwood School will be on the south and a filling station on the right side. The turn to the fairgrounds is approximately 1 mile after that. Street Dreams (an antique car business) is on the north side of Highway 50. Turn left, through the median, to Street Dreams. Follow the gravel road back to the fairgrounds.

From 50 West, heading to Kansas City:

On the north side of Highway 50 watch for the airport, then a church, then Street Dreams (an antique car business). Turn right at Street Dreams and follow the gravel road back to the fairgrounds.

Hotel Accommodations

A block of rooms has been reserved at Warrensburg's newest hotel, **Warrensburg Station Comfort Inn**, 609 East Russell Avenue. It is located along Highway 50, just east of Warrensburg.

Cost:	\$63.74 + tax (1 person) \$67.99 + tax (2 people)	Rooms:	Non-smoking, 2 queen-size beds
		Amenities:	heated indoor pool and hot tub
Breakfast:	Complimentary continental breakfast including fresh fruit, yogurt, biscuits and gravy, oatmeal, bagels, pastries, muffins and more.		
Reservations:	Call 660-429-4848 and ask for the Missouri Department of Agriculture block. Call before March 4 to get this room rate.		
Directions:	From 50 West, heading to Kansas City Take the PCA Road exit, turn left onto Burkarth Road, and right on Russell Avenue. From 50 East, coming from Kansas City Turn right onto Exit 49, turn right onto Burkarth Road, and right on Russell Avenue.		

While in the Area

If you are looking for places to dine, shop or visit, check out the Warrensburg Chamber of Commerce website at www.warrensburg.org or call them at 660-747-3168 or toll-free 877-OLD-DRUM.

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Registration: Missouri Farmers' Market Workshop

Market(s) You Are Representing: _____

Name: _____
Street Address: _____
City: _____ ST: _____ Zip: _____
Phone: _____
e-mail: _____

FMNP Training	Yes	No
Farmer/Specialty Vendor Track	Yes	No
Manager/Community Track	Yes	No

Name: _____
Street Address: _____
City: _____ ST: _____ Zip: _____
Phone: _____
e-mail: _____

FMNP Training	Yes	No
Farmer/Specialty Vendor Track	Yes	No
Manager/Community Track	Yes	No

Name: _____
Street Address: _____
City: _____ ST: _____ Zip: _____
Phone: _____
e-mail: _____

FMNP Training	Yes	No
Farmer/Specialty Vendor Track	Yes	No
Manager/Community Track	Yes	No

Registration includes

- Donuts, Coffee, Tea, Soda, Bottled Water
- Box lunch (sandwich, chips, pasta salad, cookie), fruit & vegetable trays, catered by Alewel's Country Meats
- Speakers sharing their experiences and knowledge from other farmers' markets
- Handouts from speakers
- Missouri Farmers' Market Association Silent Auction
- Exhibits of the winners of the AgriMissouri™ Farmers' Market of the Year Award
- Information about AgriMissouri™
- Information about the Missouri Farmers' Market Association
- Opportunity to visit with Missouri Department of Agriculture Weights and Measures Division

☐ I/we would like to join the Missouri Farmers' Market Association. \$ _____
(\$30 Farmers' Market, \$15 Family, \$10 Individual)

Note: For 2005, Farmers' Markets that join MFMA, automatically become members of AgriMissouri™. Please fill out the enclosed membership application and return with workshop registration.

Note: If your farmers' market is a member of MFMA, you may register at the member price.

☐ I/we would like to join AgriMissouri™ \$ _____
See enclosed Membership Application and return with your Workshop Registration.

Members of AgriMissouri™ and/or Missouri Farmers' Market Association

Pre-registration on or before March 4, 2005: \$15 per person X _____ (# attending) = \$ _____
Registration after March 4, 2005: \$20 per person X _____ (# attending) = \$ _____

Non-Members of AgriMissouri™ and/or Missouri Farmers' Market Association

Pre-registration on or before March 4, 2005: \$20 per person X _____ (# attending) = \$ _____
Registration after March 4, 2005: \$25 per person X _____ (# attending) = \$ _____

\$ _____ (amt enclosed)

Make checks payable to **Missouri Department of Agriculture.**

Please send to: Missouri Department of Agriculture, Attn. Shelley Haslag, P.O. Box 630, Jefferson City, MO 65102
Fax: 573-751-2868 Phone: 573-751-4339 e-mail: Shelley.Haslag@mda.mo.gov

Please denote if a Lenten box lunch will be needed. # _____

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